

**Office of Employee Programs
Department of Human Resource Management
Annual Report FY17**

The Office of Employee Programs has three distinct functional program areas: Workplace Giving (Commonwealth of Virginia Campaign), the CommonHealth Wellness program, and Employee Communications. Across these program areas, the teams consolidate resources and expertise on special events, including those for the Secretary of Administration or the Governor's Office. The staffing level is unchanged.

Program Area	Staffing Level
Workplace Giving	2
CommonHealth	9
Employee Communications	1
Office Director	1
Total Staff	13

Workplace Giving – The Commonwealth of Virginia Campaign (CVC)



Scope

The data in this section is for the 2016 CVC campaign, which ended February 2017 and loan program data from July 7, 2009, through June 30, 2017.

Data on the grant program is for CY2017.

Objective

Through running an efficient campaign and with careful evaluation of charity eligibility, provide more opportunities for charities to serve their clients and programs.

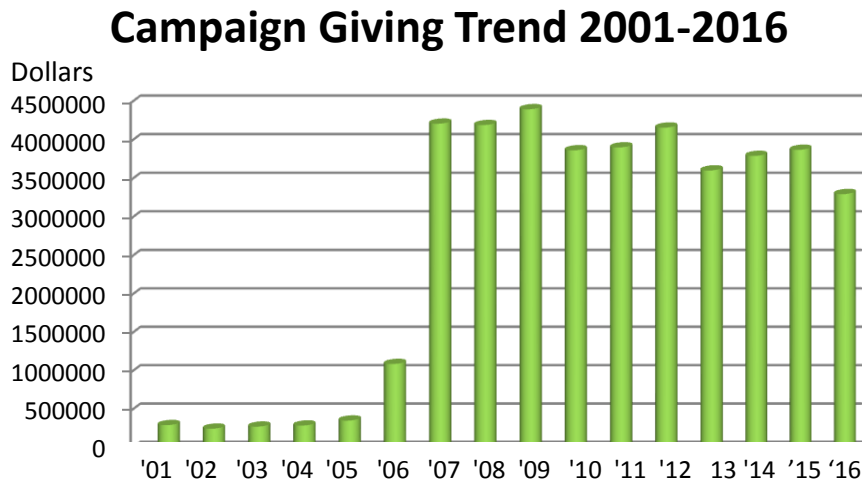
Summary

The Commonwealth of Virginia Campaign (CVC) is the only workplace giving campaign authorized by Executive Order No. 27 (2014) for this purpose.

The total dollars collected for the campaign was \$3,305,605, a decrease of 2% over the previous year. Direct Giving by employees increased this year and a new system for reporting this source of giving is now in use year-round.

**Office of Employee Programs
Department of Human Resource Management
Annual Report FY17**

Outreach programs were developed and used this year to increase participation by charities and to educate CVC volunteers. Orientation programs were presented in Norfolk, Richmond, Williamsburg, Charlottesville, Staunton, Salem, Bristol, and Fairfax. For fall 2017, the CVC team developed training programs that will be by webinar and web-based self-paced training materials. A face-to-face traditional training session will be done in Richmond, because of the large number of both charities and volunteers in the area.



The giving trend reflects a drop in morale and the lack of salary increases over the past three years. Additional giving is now being captured as direct giving (given directly to a CVC charity at any time of the year) allows employees to count their charitable giving in their agency's total dollars raised. Categories of Giving – The charities grouped below represent 32% of all employee donations designated to specific charities.

Year	Dollars
2001	\$300,820.00
2002	\$254,939.00
2003	\$281,345.00
2004	\$295,804.00
2005	\$360,239.00
2006	\$1,097,553.00
2007	\$4,218,150.00
2008	\$4,200,014.00
2009	\$4,405,080.00
2010	\$3,873,159.00
2011	\$3,910,178.00
2012	\$4,167,044.00
2013	\$3,611,678.00
2014	\$3,800,500.00
2015	\$3,879,105.00
2016	\$3,305,605.00

Food Banks and Meals on Wheels	\$315,033
Special Olympics	\$191,796
Alzheimer's, Hospice, and Senior Connections	\$181,574
American Heart	\$120,737
Leukemia/Lymphoma	\$64,501
Animal Care and Adoption (small animals)	\$58,643
Habitat for Humanity	\$44,516
Children's Hospitals of the Kings Daughters	\$30,126
Doctors Without Borders	\$24,460
American Cancer	\$23,795
Total for these charities	1,055,181

**Office of Employee Programs
Department of Human Resource Management
Annual Report FY17**

Note: Not all charities serving in similar categories were included above; these include the top 15 charities spanning these categories. Animal Care excludes large animal and wild animal care.

The CVC student art contest was well received at public schools in Virginia, and the young artists were recognized at a ceremony during the CVC Kickoff in the James Monroe Building with presentations of awards by the Governor.

The CVC Team provides assistance and/or coordinates special drives for devastated areas in Virginia, the United States, and in international locations. Fortunately, in FY17 we had a quiet year for big storms. In isolated incidences, citizens incurred storm damage from high winds and heavy storms. Employee Programs can set up an internet-based special drive in less than 24 hours when the really big storms hit Virginia or elsewhere.

CVC coordinated an annual Marines Toys for Tots Drive in December 2016 with over \$1,000 in toys donated to needy children. Food Collection Drives throughout the year benefited food banks across the state.

Program Impact

- Several CVC charities in Virginia working to prevent veteran homelessness were well supported in 2016-17 and contributed to the reduction of veterans without a home, a meal, or a job.
- Military service members returning from assignments overseas received help in finding jobs, temporary housing, and rehabilitative care by a more than a dozen CVC charities.
- Groups serving our youth were able to reach more children in more counties due to employee contributions.
- Food banks across Virginia continued to be major recipients for donated funds and food items to help provide meals for our communities, backpack meal programs for weekends for school children, and Meals on Wheels programs.
- Families facing major health problems were supported by CVC charities providing temporary housing near their loved one's hospitals, research to end or treat many types of diseases, support groups for families, and material and financial assistance where it was needed.
- Medical research in many areas was helped by donations to several CVC charities who serve in this area, including the Massey Cancer Center (VCU Health Systems).



**Office of Employee Programs
Department of Human Resource Management
Annual Report FY17**

- Victims of domestic violence received a safe haven during a crisis, food, clothing, counseling and job seeking services.
- The Virginia State Employee Emergency Assistance Fund provided grants to state employees facing an unforeseen emergency causing financial hardship. Aid for employees including those facing funeral expenses after the loss of a loved one, help with restoration of storm-damaged homes, and enormous medical bills resulting from accidents or illnesses and much more. The assistance fund is a CVC 501(c)(3) charity and employees donate to the fund to help other state employees in extreme need. No state funds are used in this program.
- The Virginia State Employee Loan Program is designed to provide low interest, personal loans of up to \$500 per loan, up to two loans per year, to help with short term financial gaps. There is no credit check for applicants, giving employees an opportunity to build good credit by repaying this loan on time. This program includes a financial education class requirement and has loaned over \$19 million dollars since July 2009. Funding is provided by the Virginia Credit Union and the program is managed by the Office of Employee Programs. *No state dollars are used to fund these loans.*
- The annual Children's Art Contest is a partnership with the Department of Education in which children in grades K-12 are invited to create artwork to support the annual work-place giving campaign. Winning artists are recognized at their school awards ceremony or the annual CVC Recognition event each March, and the top entry is used to create the marketing poster for the campaign.
- The CVC team sponsored six blood drives through Virginia Blood Services for the entire James Monroe Building. Employees from nearby work locations were invited to participate.



2017 Artwork finalist

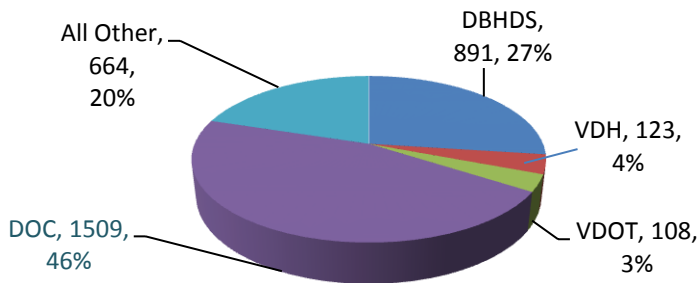
**Office of Employee Programs
Department of Human Resource Management
Annual Report FY17**

Loan Program Statistics

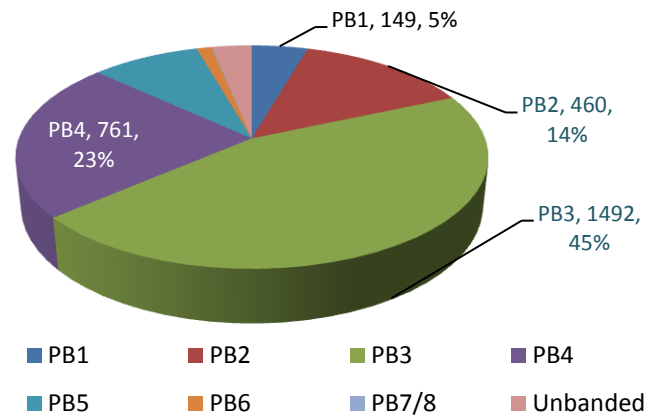
Since its inception in July 2009, state employees have benefitted by the Virginia State Employee Loan program, which was the first of its kind in the country. Employees with no or poor credit history can borrow up to \$500 over a six-month period with repayment through payroll deductions. A unique component of the application process is the requirement of completing successfully an online financial education quiz before each loan application can be approved. Between 60 and 80 applications are submitted each day.

	July 2009 – July 2017
Number of Loans Funded	39,916
Value of Loans Funded	\$19,786,200 ¹

Number of Loans by Agency



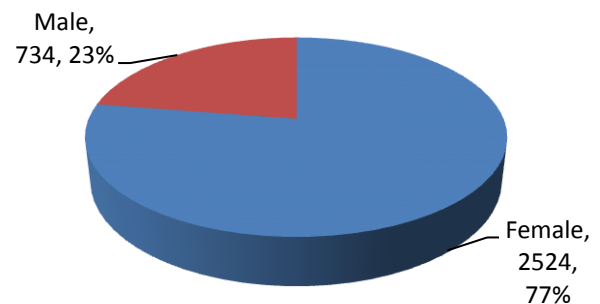
Number of Borrowers by Pay Band



NOTES:

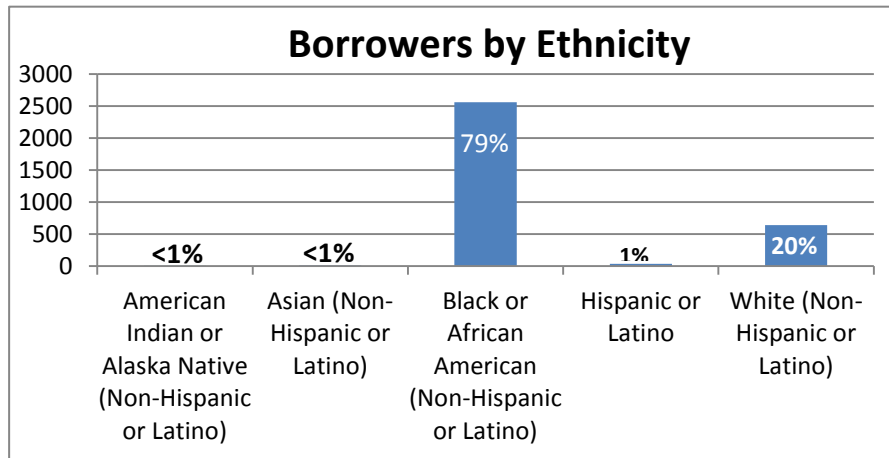
- Data includes loans from January 2016 through June 2017.
- Total Loans for this period is 4,330.
- Of the total loans, there were no demographics for 31 of the borrowers as they were separated from the state at the time the report was run.
- All DOC and DBHDS units were consolidated for the Report by Agency.

Number of Borrowers by Gender



¹ As of April 2018, over \$27,000,000 has been funded for this program.

**Office of Employee Programs
Department of Human Resource Management
Annual Report FY17**



The ethnicity of VSELP borrowers has remained about the same since 2015.

All of these charts represent minimal change in the demographics of the employee/borrower since two years ago. 87% of all employee borrowers were in Pay Bands 1-4, with Pay Band 1 (149 – 5%), Pay Band 2 (460 – 14%), Pay Band 3 (1,492 – 45%) and Pay Band 4 (761 – 23%). Borrowers were represented in all pay bands, including ungraded positions.

Female employees made up 77% of all borrowers.

Department of Corrections (all facilities) and Department of Behavior Health and Disability Services (all facilities) represent 46% (DOC) and 27% (DBHDS) for a total of 73% of all borrowers state wide.

Virginia Employee Assistance Fund – Emergency Grants Program

Employees facing an unplanned financial emergency may qualify for a confidential grant of up to \$500. This fund consists of donations to our 501(c)(3) charity, with gifts from employees for employees.

	FY17	
Grant Statistics	#	\$
Approved Applications	7	\$3472 Avg. of \$496 per grant

**Office of Employee Programs
Department of Human Resource Management
Annual Report FY17**

Most of the grants are used to help defray the costs of emergency medical procedures that were beyond the coverage allowed by their health benefit plan, expenses related to the unexpected death of a family member, and ongoing critical or extended illness of a loved one.

This modern-day version of the traditional “passing the hat” to help someone in an emergency is now a fair, confidential process for both donors to the fund and for the recipient of the grants.

CVC processes showed continued improvements in the automated system (systems were developed in house to allow employees or CVC coordinators to upload their direct gifts to charities to increase the capture of these gifts to CVC charities. Previously, total state employee giving was understated because these gifts were not always recorded. We continue to capture and report direct gifts to CVC charities that were not reported through traditional CVC channels.

Special Projects Coordinated by Employee Programs/CVC Team²

2005	Japan Tsunami Relief Drive, Hurricane Katrina Relief Drive
2006	<i>None</i>
2007	Summer Cycle Safety Event
2008	MS150 Bike Ride (MS)
2009	MS150 Bike Ride (MS)
2010	Haiti Earthquake Relief
2011	<i>None</i>
2012	<i>Be the Match Bone Marrow Drive, Massey Hoops, Food Drives, Tornado and Storm Relief in Virginia</i>
2013	Oklahoma Tornado Relief Drive, Food Drives
2014	International Relief for Natural Disasters
2015	Nepal Earthquake Relief Fund, UCI Road World Championship Employee Zone
2016	No significant earthquakes; Edmund and Stroud, OK, were hit with 4.2 earthquakes but in limited areas with sound infrastructure. There was no request for a relief fund.
2017	Hurricane Relief in the Florida/Texas Gulf Coast

² Excludes special direct giving drives held by individual agencies.

**Office of Employee Programs
Department of Human Resource Management
Annual Report FY17**

The CVC team created outreach programs to encourage employee participation in campaign, gain new charities, raise awareness of CVC events, and empower CVC volunteer teams at agencies including:

- 18 Charity Workshops offered statewide and online
- 17 Coordinator Workshops offered statewide; with more done face-to-face with new coordinators
- 20 Charity fairs at agency locations were coordinated for new agency coordinators
- 6 Charity Fairs in James Monroe Building
- Top 50 charities (in terms of designated gifts) were contacted to ensure they re-registered for 2017.
- A section of the CVC homepage featured CVC charities that were having activity-based fund raiser events (walks, runs, and rides), giving charities more exposure and increasing direct giving by employees.
A Facebook page for CVC charities, coordinators, and state employees made huge inroads in raising awareness of the needs of our community and speeding current news to all stakeholders. CVC staff maintains the site, which does not require that a viewer have a Facebook account to view it. At end of June, there were 454 likes and 452 followers on the CVC site. On the Employee Events page, there were 192 likes and 194 followers.
- Over 1300 charities applied to be in the 2017-18 campaign; 987 met the criteria and were accepted. The annual on-line application period for charities is March 1 through April 30. A few applications were rejected due to duplicate submissions. Charity applications were rejected for either not meeting the minimum level of designations (from previous qualified year) or for an overhead expense rate that is greater than 25%. Many new charities joined CVC this year either as an independent charity or through one of the federations of charities in the campaign.
- Developed an automated system to allow employees or CVC coordinators to upload their direct gifts to charities with receipts to increase the reporting of these gifts to CVC charities. The system was completed in 2016 and is being well received now.

FOCUS AREAS FOR 2017-2018

- Procured services of a new third party vendor to manage the fiscal and reporting involved in the CVC campaign. The previous vendor shifted their core business to another area. The new vendor has designed and will implement the new CVC Core Management System in September 2017. It will feature integrated, customized software to improve pledge processing and distribution of gifts to charities. Both standard and ad hoc reporting will be available to support queries from donors, charities, and other stakeholders.

**Office of Employee Programs
Department of Human Resource Management
Annual Report FY17**

- Donor management has changed over the past decade and employees who give want more information about their own personal giving history and data reports. This is a major project for FY18,
- Improve customer service through the use of this new system.
- Review Online Giving System through Employee Direct.
- Explore options to increase employee-charity interaction opportunities.
- Facilitate and host Charity Fairs
- Social Media – continue to monitor traffic on Facebook pages
- Market Volunteer opportunities for employees at local charities
- Assess the different patterns of giving across the generations in state government.
- Orientation for Agency Heads, new Governor’s Office staff, new Advisory Council Members, to include 1:1 meetings, Online Sessions, and Group sessions.

CommonHealth Wellness Program

Objective

The objective of the CommonHealth Wellness program is to educate employees about creating and maintaining healthy behaviors, including diet and nutrition, exercise, and eliminating sedentary lifestyles, and to have the healthiest state employees in the nation.

Two original programs are launched each year, in partnership with the Office of Health Benefits, to focus on areas where education may have a positive impact on health insurance claims, lost days from work, and reduce injuries. In addition, the CommonHealth team works with ActiveHealth and the Healthy Lifestyles programs, WeightWatchers at work, the Employee Assistance Program and the Employee Dispute Resolution office in DHRM.

Nine CommonHealth Wellness Educators located across the state deliver programs to all Commonwealth agency locations and participating The Local Choice counties and cities participating in the health plan for those groups. Each program is fresh, well researched, and includes partnerships with medical experts in the program area.

This group of professionals travels the Commonwealth to present programs in the areas of employee health, wellness, and safety. Programs for FY17 included *Get a Grip (on Joint Pain)*, *Focus on Fiber* and the role it plays in healthy living, and *Think About It*, which deals with brain health, sharpening your brain, and recognizing signs of brain injuries.

**Office of Employee Programs
Department of Human Resource Management
Annual Report FY17**

Throughout FY17, several local and regional challenges were implemented, including walking and eating more servings of fruits and vegetables. A series of four challenges is planned for 2018.

Innovative programs are offered each year including onsite programs and multiple delivery systems for those who cannot attend a face-to-face session. Not only are the programs educational and fun, they help employees stay fit and healthy. More than 500 agency locations in the Commonwealth of Virginia and localities in The Local Choice health benefits program participate in these programs, which are delivered at the work site in multiple formats customized to meet the needs of the employees at each agency work location. Over 30,000 employee contacts are made during each program, including electronic, emails, Wellnotes, and presentation s at agency locations.

New program development includes current research into advances in disease management, fitness, and nutrition to help employees decide to make changes in their behavior and set goals for a healthier lifestyle. 2018 Programs will focus on the importance of Fiber in the diet, Metabolism Makeover, and Foot Care.

CommonHealth works with the Office of Health Benefits to determine which clinical topics result in the most claims so to make a greater impact on employee health and wellness. This increases the impact of the program on employee health. All CommonHealth programs can be directly tied to Health Benefits programs, services provided by Active Health resources, which is consistently promoted by the CommonHealth team. The recent program focusing on COPD and breathing educated employees, many of whom signed up for a Health Benefits ActiveHealth Healthy Lifestyles program.

CommonHealth continued to concentrate on program development that addresses the health conditions that generate higher numbers of health benefit claims.

1. Provided special programs or resources for agencies on request, in areas such as stress management and tips for packing a healthy lunch.
2. Scheduled CommonHealth program presentations to coincide with agency staff meetings, benefit fairs, and other employee events. A growing number of agency locations feature CommonHealth presentations on their all-employee staff meetings, which increases the number of employees reached in a single event.
3. Created and published weekly emails to CommonHealth agency coordinators on a wide variety of topics to keep them energized about the current program. These *WellNotes* are forwarded by agency coordinators to their coworkers. A survey showed that *WellNotes* is the most widely read CommonHealth publication.

**Office of Employee Programs
Department of Human Resource Management
Annual Report FY17**

4. Continued to publish *Inside CommonHealth*, a publication that updates agency CommonHealth Coordinators on current and upcoming programs and ways to engage their coworkers on a regular basis. This is an electronic publication.
5. *The Compass* is a publication marketed to employees of all agencies and includes articles about ways to improve their wellbeing by making adjustments in their behaviors. This publication is distributed electronically to all employees with access to a computer and about 5,000 paper copies are distributed to agencies with groups of employees who do not use a computer.
6. A Facebook page for CommonHealth has been expanded and continues to reach more than 500 people each week. Photos of employees participating in healthy activities are often featured. Winners of challenges are featured and progress in different areas are included and recognized.

Percent Participation in CommonHealth Programs		
FY15	FY16	FY17
22%	32%	50%

A combination of factors produced a big jump in employee participation in CommonHealth programs, including designing programs to span multi-generational interests, engaging participants during programs, and working toward more management support for the program activities.

CommonHealth Certified Agency Locations

In 2015 new criteria was developed to recognize agency locations for leading the way in establishing CommonHealth and other wellness milestones for their employees. Sixty-two locations have submitted applications for this recognition and 49 have been approved. In FY17, ten agency locations have been recognized as Wellness Certified Agency Locations. Certificates are presented to the winning agency locations and CommonHealth Wellness Certified window clings are provided for posting at the agency location's entrance.

**Office of Employee Programs
Department of Human Resource Management
Annual Report FY17**

CommonHealth Program Focus for FY17-FY18

In January 2018, CommonHealth will deliver a new program called *Metabolism Makeover*. The objective is to educate employees about the many factors that can have a positive or negative impact on one's metabolism. Nutrition, Exercise, physical conditioning, and family health history all play a role. This program focus is designed to educate employees and encourage lifestyle changes for those who are overweight or obese.

In addition, the CommonHealth team will offer four state-wide challenges for employees, including a *Maintain-Don't-Gain* challenge (for December and January), a walking challenge and a nutrition challenge.

The Local Choice (TLC) health benefits program for some localities in Virginia includes at least one CommonHealth program per 12-month period. Some localities are logistically challenging to reach in person and others have requested two programs per year. CommonHealth educators travel to TLC sites during Health Fitness checks and special events.

Employee Communications

DHRM Employee Communications coordinates communications from the Governor, Chief of Staff, Secretary of Administration and from Commonwealth of Virginia agencies to employees statewide, to agency heads and other government officials.

Employee Communications is the primary stop for receiving FOIA requests dealing with health benefits issues. The Communications office received more than 50 FOIA requests during the year.

**Office of Employee Programs
Department of Human Resource Management
Annual Report FY17**

Employee Communications is also responsible for events and information annually regarding Virginia Public Service week in early May, which is held at the same time as National Employee Recognition Week. The *Governor's Public Service Awards* are given in seven categories to recognize the outstanding contributions of individual employees and teams to state government. A total of 198 employee or team nominations were received from state agencies in FY2017. An average of 59.5% of state agencies submitted at least five nominations. Governor McAuliffe presents the awards each year in a special ceremony.

In addition, the employee communications area provides communications counsel and support to the state health benefits program, including the Capitol Square Healthcare health and wellness center in Richmond. Responsibilities include development of communications strategy, development and distribution of annual state employee Open Enrollment communications and of other communications tactics throughout the year.

Employee Communications staff serves as the Records Manager for the agency.

Employee Communications plays a major role in readying *The Compass* publication for production and distribution, as well as creating *The Spotlight* which focuses on health benefits choices just before the open enrollment period.

Employee Communications is also responsible for the statewide program providing discounts to employees, program management and communications for the Weight Watchers partnership with DHRM and reimbursement to employees, and records management.

Customer Service Satisfaction

In a strategy designed to improve transparency in charts and reports to our customers, we have increased the type and size of information that may be accessed electronically. The use of a “drop box” tool allows the storage of long documents,

**Office of Employee Programs
Department of Human Resource Management
Annual Report FY17**

resources, CVC artwork, and photos and making them available to our stakeholders, state agency coordinators, and to charities.

Annual surveys of key client/employee overall satisfaction with employee program areas were completed in late June.

Program Area	Customer Satisfaction Score
Commonwealth of Virginia Campaign	96.5% Good or Better
CommonHealth Wellness Program	94.9% Good or Better

Each fall, the two program areas meet to determine opportunities for continuous quality improvement in program delivery, access to employees, and communications.

Looking ahead to FY18

COVA clients will continue to be offered special on-request programs from CommonHealth wellness educators to meet agency-specific needs. We often have requests to revisit an older program or to pull together information about a unique topic that is a concern. The team has actively sought opportunities to present materials to larger groups of employees, such as health fairs, speaking at staff meetings, or manning a learning station at conferences. This reduces the contact cost/employee while engaging larger groups of employees.

The Commonwealth of Virginia Campaign will continue to encourage agency employees to use the EmployeeDirect online giving system to reduce paper. A reduction in the number of charities in the campaign may increase donations to those charities returning to the campaign this year. The shifts in the economy could continue to be a factor in employee giving. Employees will receive an increase in pay this year, which could make an impact on employee giving. However, Virginia state employees have continued to give generously in their time, talents, and monetary gifts even in years with a poor economy.

**Office of Employee Programs
Department of Human Resource Management
Annual Report FY17**

Employee Programs will continue to make process improvements in all of the programs, specifically focusing on reducing paper, increasing efficiency and accuracy, and distributing the entering of data to the person who originates the data. For examples, charities are responsible for accurate data-e on their applications; employees and coordinators at agencies will enter or upload information to progress reports. Registrations for special events or training are now automated.

In summary, each of the 13 members of the Employee Programs team will continue to develop their knowledge, skills, and abilities while working to continuously improve customer service by anticipating and meeting their needs. They often partner with other state agencies on projects of short and long-term duration.